

Rural Economic Development Plan

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"As a first order of business, the Task Force adopted as its goal the development of a plan to double the value of Loudoun's rural economy in a decade."

THE 200,000 ACRE SOLUTION:

A Rural Economic Development Plan by the Rural Task Force

November 18, 1998

SUPPORTING AND
ENHANCING A RURAL
ECONOMY FOR
LOUDOUN'S
21ST CENTURY

To Reach this Goal The Task Force Made Three Sets of Recommendations:

- Farming for greater profitability
- Growing the rural economy
- Securing the natural resource base

Recommendations to help farm with greater profitability...

- Access new markets
- Targeted technical assistance
- Eliminate unnecessary
regulation

Grow the Rural Economy

- Equine industry
- Plant biotechnology
- New rural business (B&B's, etc)
- Tourism
- Town business development
- Small business assistance

Secure the natural resource base

- Maintain “Rural Character”
 - Consider “green infrastructure”
 - Reduce residential density
- Retain good soils (PDR + voluntary easement programs)
- Encourage “Farm Viability”

Loudoun's Rural Economy 1997

- \$26 M Agricultural Sales
- 185,000 acres in farms
- 1,032 farms/Average 179 acres
- 33,000 beef cattle; 20,000 horses
- 45,000 acres in hay
- Infant wine, farmers market & rural tourism industries

Recommendations on Growth & Profitability

Targeted Marketing & Technical Assistance To:

- Vineyards/Wineries (Loudoun Wine Trail & Winegrowers Assn)
- Fruits & Vegetables (LVHMA markets)
- Livestock (Loudoun Cattlemen's Assn; Sheep Producers Assn)
- Christmas Tree & Nursery (Growers' Assn)

Securing Natural Resource Base

- County PDR Program (2,435 acres)
- Private Conservation Easements (44,000 acres)

The Results— Loudoun's Rural Economy 2007

• Livestock	--	\$ 9.9 M
• Grains & Hay	--	\$14.6 M
• Vineyards & Wineries	--	\$ 8.1 M
• Direct Market Goods	--	\$ 6.3 M
• Equine	--	\$ 17.7 M
• Nursery/Sod	--	\$ 10.8 M
• Federal transfers	--	\$ 0.5 M
• Total Agricultural Sales	--	\$67.9 M
• Total Acres in Agriculture	--	144,000